



CITY OF LONG BEACH

Reverse 9-1-1 Emergency Notification System Questions and Answers

Question. When will the Reverse 9-1-1 Emergency Notification System be used?

Answer. Reverse 9-1-1 will be used to provide emergency information to residents and businesses. Examples of situations in which the system might be activated include hazardous materials releases, missing persons, flood warnings or natural disasters such as earthquakes or tsunamis. The notifications can be Citywide or targeted to a specific neighborhood.

Q. How does the Reverse 9-1-1 Emergency Notification System work?

A. In most situations, only a portion of the City would need to be contacted. The City would use its internal telephone system to make calls to residents and businesses in the affected location. In this situation, the system will make approximately 5,700 calls per hour. There is no cost for placing the calls. For a major incident in which the City would need to place a large number of calls in a short time period, the City can make up to approximately 360,000 calls per hour. In this case, the cost would be \$.20 per call.

Q. Who should register a telephone?

A. The system has all listed and unlisted landline telephone numbers in the City. There is no need to register your landline phone number. Anyone with a cellular telephone, Internet VOIP phone service or TTY/TDD service is strongly urged to register those phone numbers for Reverse 9-1-1 notification.

Q. How can I register my telephone?

A. Simple instructions and the registration form are available online at www.longbeach.gov

Q. What if I have SBC landline telephone service?

A. A small number of Long Beach residents are served by SBC. Their landline telephones will be automatically registered.

Q. What if my answering machine picks up the notification?

A. The emergency information will be left on your answering machine.

Q. How can I get more information about the incident?

A. If there is a source for additional information relating to the incident, that source will be included in the phone message.

Q. Will I be notified when the incident is over?

A. In some situations a follow-up call may be made, if warranted.

Q. What if I have call-waiting?

A. A second call will be placed after a five-minute interval.

Q. What if I don't have call-waiting?

A. A second call will be placed after a five-minute interval.

Q. What if I have Caller-ID block?

A. The Reverse 9-1-1 system will display a caller-ID to avoid being blocked.

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Q. Can Reverse 9-1-1 be used with a pager or a device with text-messaging capabilities?

A. No, only a voice call and a TTY message (a typed message for the hearing impaired) are supported at this time.

Q. Will there be a “pause” before the message, similar to a recorded telemarketing message?

A. No. Once you answer your phone with “hello” or any other spoken sound, the system will deliver the message.

Q. What is the cost of the system?

A. The acquisition cost was \$85,000. Federal Homeland Security grant funding was used to pay for the system.

Q. Is there a cost for residents when the system is used?

A. There is no cost to residents for this service, unless you register a cell phone and the cell service provider charges a fee for incoming calls.

Q. What if a young child answers the telephone?

A. Regardless of who answers the phone, the message will be delivered.

Q. Is there a phone number I can call for more information?

A. A determination will be made on a case-by-case basis if a number will be provided. A phone number may be provided in the Reverse 9-1-1 message, depending on the nature of the situation.